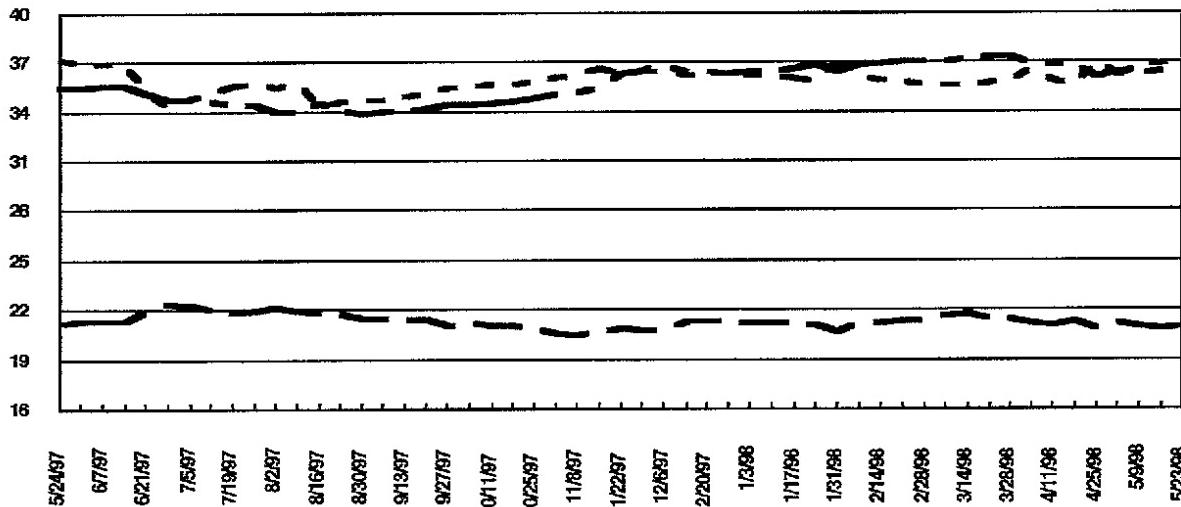
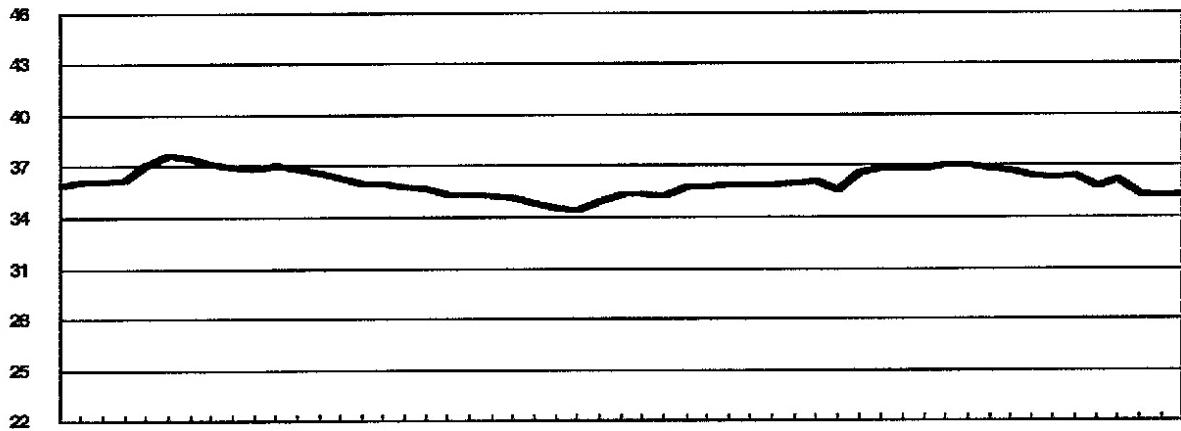
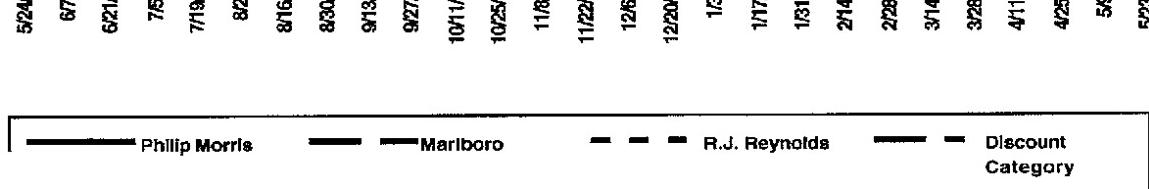


FOOD LION (J. Mortensen)

THROUGH W/E 5/23/98



	26 WK	13 WK	FY 97	YTD 98	DIFF
Philip Morris	36.10	35.35	36.35	35.85	-0.50
Marlboro	21.10	20.94	21.48	20.90	-0.58
OPB	7.99	8.02	7.43	7.98	0.55
Basic	4.81	4.32	4.97	4.82	-0.15
R. J. Reynolds	36.30	36.89	35.32	36.66	1.34
Camel	2.83	3.02	3.04	2.86	-0.18
Winston	9.32	9.46	9.34	9.54	0.20
Doral	9.74	10.42	8.11	10.05	1.94
B&W	18.82	18.96	19.46	18.69	-0.77
GPC	7.22	7.01	7.94	7.06	-0.88
Lorillard	6.51	6.60	6.44	6.55	0.11
Newport	4.66	4.77	4.27	4.72	0.45
Liggett Group	0.41	0.40	0.50	0.41	-0.09
Premium	63.25	63.52	64.67	63.19	-1.48
Private Label	5.53	5.43	4.51	5.50	0.99
Avg Ind CPW	410.97	415.03	424.31	414.06	-10.25
Avg PM CPW	148.37	146.73	154.24	148.44	-5.81
Avg Marl CPW	86.73	86.92	91.15	86.55	-4.60
# of Stores	978	978	972	978	6



2071850342

Source: STARS Store Level Data

Leadership Accounts Package